

Gary's Trip Report #7: Conversations with Our Warriors—on Video!

Since the beginning of August, I've been able to spend some time with our Employees across the system. These chats have been a healthy dialogue and one thing that's evident is your passion for Internal and External Customer Service. It's a good sign for Southwest Airlines that this is the area that you're most passionate about, and I want you to know that Customer Service absolutely must continue to be a focus for us. We're investing money and technology in the Customer Experience, but our People are the key part of a Customer's experience, so thank you for continuing to focus on delivering that outstanding Customer Service.



I've recently been to ABQ, DEN, and SAT, and I'm pleased to share some video excerpts from those chats. I hope to continue to spend time with you at your locations next year, and I hope that you will make it a priority to come to one of the Message to the Field events in early 2010 as well. Communication is the key as we move forward, and I thank you for engaging in healthy dialogue with me and with your Leaders. I encourage you to watch one of the videos from our chats. You can watch the AC CS&S video and watch the DEN Station video simply by clicking on the name of the video you'd like to watch directly from this article on the **SWALife** home page.

These videos cover the following questions asked by our Employees:

- What is the latest business travel update?
- Will we ever have a 737-800 aircraft?
- What is the Wi-Fi update and are we thinking about television onboard?
- Will Denver continue to be a focus for the Company?
- Why did we choose to fly to Panama City?

Additionally, all the videos will soon be posted to **SWALife** >About SWA >News >SWA TV for archive purposes as well. Thanks for all you do for Southwest Airlines, I appreciate your honest feedback and passion, and I look forward to seeing you all in person sometime soon.

New Tool Allows Customers to Rebook Flights

On Sunday, November 15, our Company began providing the majority of our Customers (who have purchased their reservations via **southwest.com** or **swabiz.com**) with the ability to rebook their own flights online when their travel is affected by irregular operations and Southwest Operational Disruption Accommodations (SODA) are being offered.



According to Senior Manager Proactive Customer Service Communications Fred Taylor, "Given the current 'information age' that we all live in, our Customers expect to handle changes to their travel plans independently—especially when a SWA Representative is not readily available to assist them. By providing a 'self-service' option, we will enhance the Customer Experience by providing our Customers with the means to change their travel plans online, instead of waiting in lines at the airport or being 'on hold' for an extended period of time."

In addition to giving our Customers what they want, this innovative rebooking alternative will allow Agents and Reps time to assist our Customers who have more-complex issues; and, also, produce substantive cost savings for our Company without changing our existing SODA processes or procedures.

Depending on the circumstances, some Customers may also receive notifications to change their flight(s) online by way of our Automated Outbound Messaging (AOM) service. In order to ensure success, AOM SODA Online Rebook notifications will be used conservatively through January 2010.

Please keep in mind our existing SODA procedures are not changing (the online rebook service is an enhancement); and know that our Customers are not required to rebook even though they are eligible to do so. Fred says, "I'm very impressed with the unified effort put forth by all departments directly involved with this project to provide this new service to our Customers—they really have been working their tails off literally around the clock to make this happen." Additionally, our Frontline Customer Service, CS&S, and Customer Relations Employees have been provided with training material to handle any SODA Online Rebook issues and questions.

This is only the beginning—in the coming months, enhancements will be added to make the online rebook service even more "user friendly." For more information about this exciting new service, go to the SODA Online Rebook Q&A in the "Need to Know" box on **SWALife**.

Pet Carriers Now Available

Customers who travel with their furry, four-legged friends now have the option to purchase our new SWA Pet Carrier!



These good looking, high-quality carriers make it easier for Customers to properly transport Fluffy and Fido, and at the same time provide a comfortable place for them to rest while tucked safely under one of our airplane seats.

For \$45, Customers and Employees can purchase the carriers (shown above) either at one of our ticket counters or online at **www.swafreedomshop.com**. Each of our 68 stations now has a supply of the pet carriers, and can reorder as necessary through SWEEP.